

IN THE CLAIMS

Please cancel claims 1 – 3, 5 – 7, 10, 13 and 15 – 17 without prejudice.

Please substitute the following claims for the pending claims with the same number:

1 1. (canceled)

1 2. (canceled)

1 3. (canceled)

1 4. (currently amended) [[The auction system of claim 2, wherein said]] In a
2 computer device, an online auction system having at least one seller member (seller)
3 and at least one buyer member (bidder), said auction system comprising:
4 an interface module configured to provide a user interface between the
5 seller and the bidder;
6 a transaction module operatively coupled for communication to said interface
7 module configured to manage transactions associated with moves made by the seller and the
8 bidder in conjunction with a sale of an item by the seller; and
9 a mechanism module operatively coupled for communication to said transaction
10 module, said mechanism module defining at least one auction rule, said transaction module
11 further configured to carry out transactions according to said auction rule defined by said
12 mechanism module, said mechanism module comprising rule defining programming [[is
13 further]] associated with temporal auction transactions and second-price auction transactions,
14 wherein[[:]] said rule defining programming is configured to:
15 receive a bid from a bidder for an item for sale;
16 receive in conjunction with said bid an expiration condition for
17 said bid; and
18 cancel said bid when said expiration condition is met;
19 allow the seller to close the auction at any time;
20 reveal only the second-highest standing bid for an item for
21 sale[[:]];
22 [[said rule defining programming configured to]] maintain the
23 first-highest standing bid in confidence for the item of sale[,:]; and
24 [[said rule defining programming configured to]] allocate the sale
25 price of the item for sale in the amount of the second-highest bid at the close of sale.

1 5. (canceled)

1 6. (canceled)

1 7. (canceled)

1 8. (currently amended) [[The auction system of claim 5, wherein said]] In
2 a computer device, an online auction system having at least one seller member (seller)
3 and at least one buyer member (bidder), said auction system comprising:
4 an interface module configured to provide a user interface between the
5 seller and the bidder;
6 a transaction module operatively coupled for communication to said interface
7 module configured to manage transactions associated with moves made by the seller and the
8 bidder in conjunction with a sale of an item by the seller; and
9 a mechanism module operatively coupled for communication to said transaction
10 module, said mechanism module defining at least one auction rule, said transaction module
11 further configured to carry out transactions according to said auction rule defined by said
12 mechanism module, said mechanism module comprising rule defining programming [[is
13 further]] associated with temporal negotiation transactions and second-price auction transactions,
14 wherein[[:]] said rule defining programming is configured to:
15 receive a bid offer from a bidder for an item for sale;
16 receive in conjunction with said bid offer a bid expiration
17 condition for said bid offer; and
18 cancel said bid offer when said bid expiration condition is met;
19 receive a sale offer from a seller for an item for sale;
20 receive in conjunction with said sale offer a sale expiration
21 condition for said sale offer;
22 cancel said sale offer when said sale expiration condition is met;
23 reveal only the second-highest standing bid for an item for
24 sale[[:]];
25 [[said rule defining programming configured to]] maintain the
26 first-highest standing bid in confidence for the item of sale[[:]]; and
27 [[said rule defining programming configured to]] allocate the sale
28 price of the item for sale in the amount of the second-highest bid at the close of sale.

1 9. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one
3 buyer member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the
5 seller and the bidder;

6 a transaction module operatively coupled for communication to said
7 interface module configured to manage transactions associated with moves made by the
8 seller and the bidder in conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said
10 transaction module, said mechanism module defining at least one auction rule, said
11 transaction module further configured to carry out transactions according to said
12 auction rule defined by said mechanism module, said mechanism module [[comprises]]
13 comprising rule defining programming associated with descending bid auction
14 transactions, wherein said rule defining programming is configured to:

15 receive a starting sale price for at least one item for sale from a
16 seller[[,]];

17 [[said rule defining programming configured to]] decrease said sale
18 price for the item at a predetermined interval during the sale of the item[[,]];

19 [[said rule defining programming configured to]] reveal only the
20 second-highest standing bid for an item for sale[,];

21 [[said rule defining programming configured to]] maintain the first-
22 highest standing bid in confidence for the item of sale[[,]];

23 [[, said rule defining programming configured to]] allocate the sale
24 price of the item for sale in the amount of the second-highest bid at the close of sale[[,]];

25 [[, said rule defining programming configured to]] receive a reserve
26 price for the item for sale, said reserve price lower than said starting sale price[[,]]; and

27 [[said rule defining programming configured to]] terminate the sale
28 of the item when the sale price is equal to said reserve price.

1 10. (canceled)

1 11. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one buyer
3 member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the seller and
5 the bidder;

6 a transaction module operatively coupled for communication to said interface
7 module configured to manage transactions associated with moves made by the seller and the
8 bidder in conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said transaction
10 module, said mechanism module defining at least one auction rule, said transaction module
11 further configured to carry out transactions according to said auction rule defined by said
12 mechanism module, said mechanism module [[comprises]] comprising rule defining
13 programming associated with preference auction transactions, wherein said rule defining
14 programming is configured to:

15 receive a plurality of items for sale
16 receive from each of a [[bidder]] plurality of bidders at least one bid for an
17 item for sale[.,,];

18 [[said rule defining programming configured to]] receive in
19 conjunction with [[said]] each bid for an item a priority ranking for the item[.,,]; and

20 [[said rule defining programming configured to]] allocate said
21 items to said bidders according to the highest bid for an item and according to a bidder's highest
22 priority ranking value placed on the item.

1 12. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one buyer
3 member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the seller and the
5 bidder;

6 a transaction module operatively coupled for communication to said interface module
7 configured to manage transactions associated with moves made by the seller and the bidder in
8 conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said transaction module,
10 said mechanism module defining at least one auction rule, said transaction module further
11 configured to carry out transactions according to said auction rule defined by said mechanism
12 module, said mechanism module [[comprises]] comprising rule defining programming associated
13 with quantity-based auction transactions, wherein said rule defining programming is configured
14 to:

15 receive from a seller a plurality of goods for sale including a first selling price for
16 each item[.,,];

17 [[said rule defining programming configured to]] list for sale said goods with an
18 initial sale price of said first selling price for each item[.,,];

19 [[said rule defining programming configured to]] receive bids for said goods from
20 bidders[.,,]; and

21 [[said rule defining programming configured to]] decrease the sale price for said
22 goods, wherein said sale price is inversely proportional to the number of bids received for said
23 goods.

1 13. (canceled)

1 14. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one buyer
3 member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the seller and the
5 bidder;

6 a transaction module operatively coupled for communication to said interface module
7 configured to manage transactions associated with moves made by the seller and the bidder in
8 conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said transaction module,
10 said mechanism module defining at least one auction rule, said transaction module further
11 configured to carry out transactions according to said auction rule defined by said mechanism
12 module, said mechanism module [[comprises]] comprising rule defining programming associated
13 with interleaving auction transactions, wherein said rule defining programming is configured to:

14 receive a plurality of goods for sale [[,]];

15 [[said rule defining programming configured to]] list said goods
16 for sale in a “normal” mode[[,]]; [[said rule defining programming configured to]] list at [[one]]

17 least one of said goods in a “featured” mode at predetermined intervals[[,]]; [[said rule defining programming configured to]] receive at least

18 one bid from a bidder[[,]]; [[said rule defining programming configured to]] determine if said

19 bid is placed for a good during the “featured” mode[[,]]; [said rule defining programming configured to]] attach a rebate to

20 the bid, if said bid is placed for a good during the “featured” mode, but not to attach a rebate if
21 the bid is placed for a good during “normal” mode[[,]]; and

22 [[said rule defining programming configured to]] allocate a rebate
23 to the highest winning bid if and only if a rebate is attached to said bid at the close of sale for the
24 item.
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1 15. (canceled)

1 16. (canceled)

1 17. (canceled)

1 18. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one buyer
3 member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the seller and
5 the bidder;

6 a transaction module operatively coupled for communication to said interface
7 module configured to manage transactions associated with moves made by the seller and the
8 bidder in conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said transaction
10 module, said mechanism module defining at least one auction rule, said transaction module
11 further configured to carry out transactions according to said auction rule defined by said
12 mechanism module, said mechanism module [[comprises]] comprising rule defining
13 programming associated with sequential bid auction transactions, wherein said rule defining
14 programming is configured to:

15 receive at least one item for sale by a seller[.,,];

16 [[said rule defining programming configured to]] receive from
17 each of a plurality of bidders, a rebate amount request[.,,]; and

18 [[said rule defining programming configured to]] receive bids from
19 the plurality of bidders in order from the highest rebate amount request to the lowest rebate
20 amount request.

1 19. (currently amended) [[The auction system of claim 1, wherein]] In a computer
2 device, an online auction system having at least one seller member (seller) and at least one buyer
3 member (bidder), said auction system comprising:

4 an interface module configured to provide a user interface between the seller and
5 the bidder;

6 a transaction module operatively coupled for communication to said interface
7 module configured to manage transactions associated with moves made by the seller and the
8 bidder in conjunction with a sale of an item by the seller; and

9 a mechanism module operatively coupled for communication to said transaction
10 module, said mechanism module defining at least one auction rule, said transaction module
11 further configured to carry out transactions according to said auction rule defined by said

12 mechanism module, said mechanism module [[comprises]] comprising rule defining
13 programming associated with tournament auction transactions, wherein said rule defining
14 programming is configured to:

15 receive a plurality of items for sale by a seller[.];
16 [[said rule defining programming configured to]] auction said
17 items sequentially in a series of rounds of bidding, one auctioned item for each round of
18 bidding[.];

19 [[said rule defining programming configured to]] receive bids for
20 said auctioned item from a plurality of bidders during each round[.];

21 [[said rule defining programming configured to]] allocate each
22 auctioned item to the highest bidder in each round[.]; and

23 [[said rule defining programming configured to]] admit to each
24 subsequent [[rounds]] round of bidding a subset of the bidders from the previous round, said
25 subset selected according to the bid amount placed by each bidder such that bidders with higher
26 bids are prioritized over bidders with lower bids.